## SVKM's
## D. J. Sanghvi College of Engineering

**Program: B.Tech (All Programs)**      Academic Year: 2022      **Duration: 3 hours**
**Date: 04.01.2023**
**Time: 10:30 am to 01:30 pm**
**Subject: Management Information System (Semester VII)**      **Marks: 75**

**Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover page of the Answer Book, which is provided for their use.**
**(1)** This question paper contains two pages.
**(2) All Questions are Compulsory.**
(3) All questions carry equal marks.
**(4) Answer to each new question is to be started on a fresh page.**
**(5) Figures in the brackets on the right indicate full marks.**
**(6) Assume suitable data wherever required, but justify it.**
**(7)** Draw the neat labelled diagrams, wherever necessary.

| Question No. | | Max. Marks |
|---|---|---|
| Q1 (a) | What is Information System? Explain the necessary elements with neat diagram. | [05] |
| | **OR** | |
| | What is the impact of Information System on organization and on society? | [05] |
| Q1 (b) | i. What is BI? Describe its benefits. | [05] |
| | ii. List any 5 BI Tools. Explain any one in detail. | [05] |
| Q2 (a) | i. Describe any 4 Web 2.0 tools and two major types of Web 2.0 sites. | [06] |
| | ii. Differentiate between web 2.0 and 3.0. | [04] |
| | **OR** | |
| | Write Short note on – | |
| | 1. Mobile Marketing | [05] |
| | 2. Operational and Analytics CRM | [05] |
| Q2 (b) | Discuss the measures taken to control Information security. | [05] |
| Q3 (a) | What is pervasive computing? | [05] |
| Q3 (b) | i. Discuss the application and advantages of Information system in manufacturing. | [05] |
| | ii. What are the advantages of HRIS in HR management? | |
| | **OR** | [05] |
| | Explain any two SDLC models with diagram which suitable to develop an information system for any application. | [10] |
| | | |

| Q4 (a) | Consider an organization working in Advertisement sector and using different advertising media including social media. What are the major security threats in an Information System? Also suggest counter measures to protect their Information system. | [08] |
|---|---|---|
| | **OR** | |
| | i. Explain the ethical issues in Information security. | [04] |
| | ii. What the principles of Information Security? | [04] |
| Q4 (b) | Explain cloud computing. Discuss service models used in Cloud Computing. | [07] |
| Q5 (a) | **Solve any two.** | |
| | i. What is ERP? What are the benefits of implementing ERP in an organization? | [05] |
| | ii. Discuss innovative ways to use social networking sites for advertising and market research. Give appropriate example. | [05] |
| | iii. Explain the impact of IS on organization and society. | [05] |
| | iv. What is Global information system? | [05] |
| Q5 (b) | WSN: AI technologies in business. | [05] |